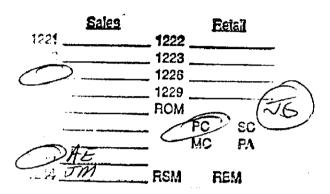
ROUs: 1110/1210/1310/1710 Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet



RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610 PROMOTIONAL COORDINATOR

8899 MAIN STREET WILLIAMSVILLE, NY 14221 (716) 634-4179 FAX (716) 634-3145

March 3, 1998

RJR Account #375878
P. Cox
McLANE-NORTHEAST

APRIL: DORAL B2G1F / PROMOTION #800211

Dear Paul:

Doral B1G1F pre-sleeved product, as well as <u>449</u> SKUs of Displays (item #540665) have been ordered to McLane NE to pack and ship this promotion to your participating retail accounts.

	Product / State UPC 12300-	#/Cases Per Style			Amount	
		LT MN 100 2519 0	UL LT 100 2519 1	FF BX 100 2519 2	LT BX 100 2519 3	\$ AMOUNT
ER3103-01	B2G1F / OH	1	1	1	1	753.94
ER3104-01	B2G1F / PA	12	26	26	26	16,396.47
	TOTALS	15	30	30	30	\$18,670.32

Product Arrival:

March 30, 1998

Displays PO #ER3096-01

Shipper Displays Arrival (McLane NE):

March 31, 1998

Ship Date to Retail:

Week of April 20, 1998

PARTNERS 'BONUS' REPORTING DESCRIPTION 'DOR APR B2G1F'

DISPLAY DETAIL

Item #540665 (Displays)

SKU CUBE:

1.3080

SKU WT (w/o Product):

1.9200 lbs

Retail Sales Offer per Sku:

21 Offers

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS <u>STRONGLY RECOMMENDED</u> THAT YOU PLACE <u>1 ADDITIONAL LOOSE LIVE PACK INTO EACH</u>
<u>DISPLAY</u>; THIS WILL ENABLE YOU TO BILL RETAIL <u>© 5 CARTONS PER DISPLAY</u>, RATHER THAN
4.9 CARTONS PER DISPLAY.

Billing per Sku:

- 5 Savings Cartons (if additional live pack is added to Display)
- 4.9 Savings Cartons (if additional live pack is NOT added to Display)

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.

UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS: 2 EACH DORAL ULT LT 100/ FF Box 100/ LT Box 100 AND
 1 CTN DORAL LT MEN 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK
 (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS. (7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;

8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

RJR will reimburse you \$14.00 per <u>live 12M case</u> for all displays packed and shipped to retail on a timely basis. This equates to <u>\$367.50</u> (26.25 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/ic

cc: L. E. MacWilliams

cc: R. Donahue / McLane

1610: DK / SS / RMD

1000: J. Piscitelli

1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility

for chains on attached Excel spreadsheet

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

VAPB2G1F.DOC